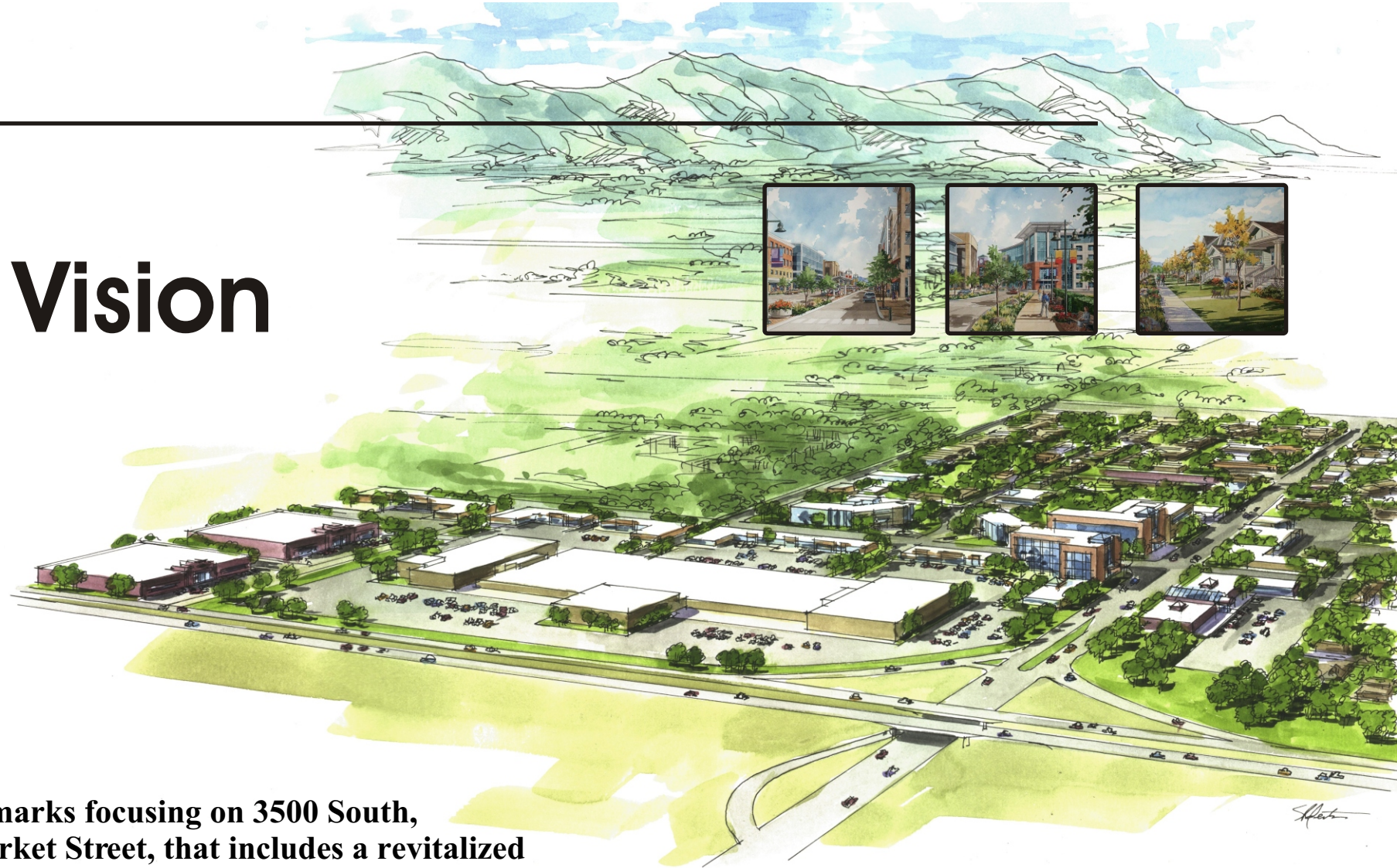


West Valley City

# City Center Vision



**A recognizable center with landmarks focusing on 3500 South, Constitution Boulevard, and Market Street, that includes a revitalized mall, an Intermodal Center, grand entrances from both directions along 3500 South and a new mix of uses in the Market Street area. The Center will be a place that people want to live, work, visit, linger, and experience.**



**WEST VALLEY CITY**  
Unity • Pride • Progress

Adopted 12-21-04

## ENVISIONING A CITY CENTER:

Since the City's inception, the idea of building a City Center has been a consistent theme. In the City's first General Plan in 1984, creating a City Center was a stated goal. Subsequent updates of that plan continued to emphasize the need for a City Center. Then in 1997 the Regional/Urban Design Assistance Team suggested that the City should more clearly define the meaning of a downtown in West Valley City. It suggested a series of town centers including one for the area around the mall focusing on retail, government, and transit. During the spring of 2003, the City joined with Envision Utah and CRSA to initiate a public process intended to define a town center. This center includes light rail, bus rapid transit, and an intermodal center as planned components. The transit emphasis helps facilitate a new vision and more intense land uses for West Valley City. Transit Oriented Development becomes a part of a unique, diverse town center with a strong sense of place. The intent is to return people to the area by providing greater retail variety and exciting active spaces.

From three well attended workshops, RDA meetings, and several smaller public meetings, input was gathered to frame concepts for the plan. A shift from current land uses was endorsed by the majority of the public. Key concepts that emerged from this public process as desirable elements to West Valley City's town center included:

- Transit Oriented Development (TOD) with a strong pedestrian orientation
- Land uses that embrace the street
- A mix of uses including: office, retail, entertainment, and housing.
- Public gathering places
- A revitalized mall
- Landmarks

## ESSENTIAL ELEMENTS:

- Vertical and horizontal mixed use
- Excellent transit opportunities
- Intermodal center
- Range of housing types and prices
- High quality medium to high density housing
- Diverse shopping choices
- Entertainment and activities
- Employment opportunities
- Public plazas/spaces
- Daytime and nighttime activity
- Sit-down restaurants/cafes with outdoor seating
- Landmarks, including public art
- Vertical elements
- Improved streetscapes
- Public safety
- Sense of place
- Sense of arrival





## HISTORICAL BACKGROUND:

This crossroads for West Valley City has traditionally had commercial development including some of the area's first grocery stores, banks, department stores, and the first "fancy" sit down restaurant. Valley Fair Mall was constructed in the early 1970's capitalizing on visibility from I-215.

In 1987 City officials announced construction of a new City Hall at 3600 S 2700 W. Part of their vision included a vibrant "central business district" to help give the new community a sense of identity. Construction on City Hall was completed in 1990.

This bold move was intended to promote a town center for the community. Even with the redevelopment of the area in the 1990's, mall patronage later declined and residential and commercial growth has been stagnant.

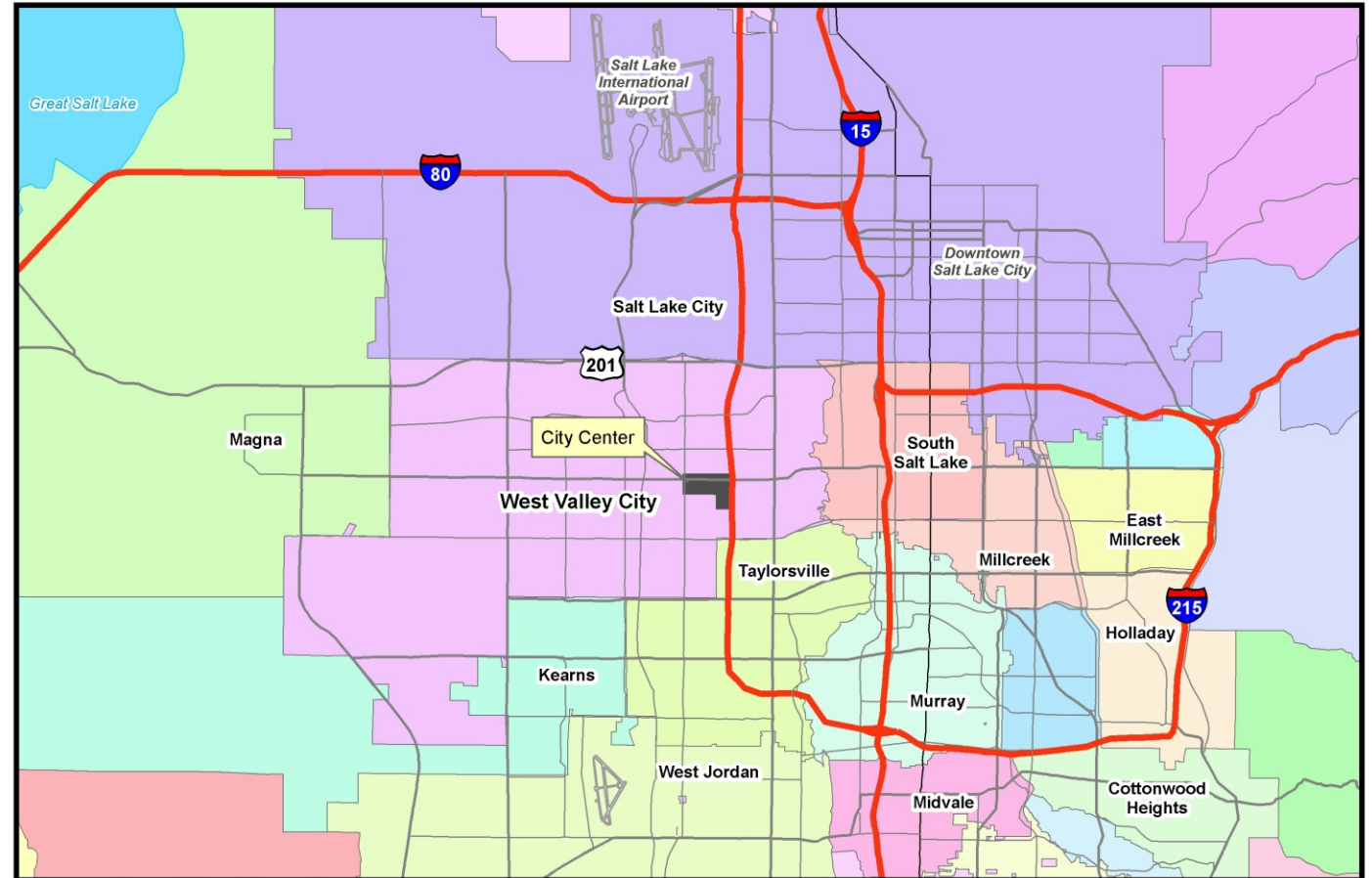


## LOCAL AREA AMENITIES:

- City Hall
- Courthouse
- Salt Lake County Public Library
- Proposed LRT Station
- Proposed Intermodal Center
- Accessible and Visible with
- Proximity to West Valley City:
  - Entertainment District
  - E Center
  - Hale Centre Theatre
  - Hollywood Connection
  - Hotels
  - Restaurants
- Health Services
- Diversity of Religious Institutions
- Redevelopment Areas (RDA) with potential City incentives
- Valley Fair Mall
- Existing Bus Hub

## VICINITY AREA AMENITIES:

- Accessible and Visible with Proximity to:
  - I-215
  - I-80
  - Sr201
  - Bangerter Highway
  - Salt Lake International Airport
  - Downtown Salt Lake City
- Central valley location
- 988,000 persons within 15 miles



0 2.5 5 Miles

Vicinity Map





## DEVELOPMENT OBJECTIVES:

- Create a new mixed use urban center including a combination of 750,000 square feet of new office and retail.
- Create a varied environment reflecting excellence in architecture, landscaping, and design. Connect City Center with surrounding neighborhoods.
- Revitalize the declining Valley Fair Mall and create a regional shopping district for residents of West Valley and neighboring communities.
- Focus on a new Market Street that becomes the identifiable City Center with 2-6 story buildings.
- Create connected public plazas that provide outdoor spaces and activities for residents, employees, shoppers and visitors.
- Build an Intermodal Center for LRT, BRT, local bus service, pedestrians and bicyclists.
- Broaden and connect civic uses in the area with City Hall, Court Facilities, Public Library, Intermodal Center, expanded health services and a possible Post Office.



- Add 1,500 dwellings with a variety of housing types and prices to help support the City Center retail district.
- Link higher density projects in the surrounding area to the Intermodal Center with a circulating bus.



## TOD PRINCIPLES:

- Human Scale
- Walkability/Pedestrian Emphasis
- Interconnected Street Grid
- Smaller Blocks
- Traffic Calming
- All Modes of Transit/Increased Mobility
- Complimentary Mixed Land Uses
  - Residential
  - Office
  - Retail
  - Entertainment
- Minimize the Need for Auto Use
- Compact Development
- Street Orientation for Buildings
- Connected Public Gathering Spaces

**A**ll great cities are defined by their public spaces. That includes spaces that are civic gathering places, parks, plazas, streets, and transit facilities and stops as well as public buildings that tie these spaces together.

Fred Kent, PPS







## 3500 SOUTH

(I-215 Interchange area to 3200 W.)

### VISION:

A boulevard street of grand proportions that helps to identify and complement the town center of West Valley City. A greater mix of businesses to encourage more activity and a pedestrian oriented environment. The intersection of Constitution and 35<sup>th</sup> should include a monument that identifies and uplifts the City, creating a sense of arrival.

### GOALS:

- Improve the appearance of the street by promoting a boulevard concept with larger pedestrian accommodations and buildings adjacent to the roadway.
- Decrease visual clutter.
- Relocate power poles or place underground.
- Decrease posted speed.
- Consolidate driveways.
- Develop a landscape theme and select a street tree and street light.
- Shrink the size of the I-215 interchange, enhance pedestrian movements, create additional regional retail/entertainment space and improve appearance.
- Create vertical elements at 3500 South corners.
- Enhanced Bus or Street Car transit service.

### ISSUES:

- Congestion, left turn demands.
- Through traffic versus shopping demands.
- Major changes versus incremental steps.
- Engineering versus aesthetics.
- Current uses versus a greater mix of uses.
- 2700 West and 3500 South intersection.



## 3500 SOUTH

(I-215 Interchange area to 3200 W.)

### DESIGN GUIDELINES:

- Parking should be located to the side or rear of buildings or within buildings.
- Part or all of buildings should be placed close to the street (0' to 10' setback).
- Parking should be at least 5' from the property line with a 2' screen wall and hedge or 10' with a hedge only.
- Parking areas should be connected between properties.
- Multi-level buildings, particularly at intersections, are encouraged.
- The design standards found in the commercial design ordinance are suggested as architectural standards for commercial and office uses.
- Pole signs are prohibited.
- Encouraged building types include office, office over retail, residential over retail and retail.
- Varied but compatible architecture is encouraged between buildings.
- Drive-thrus should be located on the side or rear of buildings.
- Roofs are encouraged to incorporate a parapet wall with a cornice. Pitched roofs on multi-level buildings are discouraged except where the ridgeline of the roof is perpendicular to the front façade.
- Blank or plain walls with little or no relief, fenestration or design treatments are discouraged. Examples of relief treatments include: bay windows, recessed windows, window pop-outs, vertical elements such as columns, building offsets or projections, covered porches/balconies and arcades or colonnades. Examples of fenestration include: varying the size and/or style of windows and window treatments such as sills, grids, trim, arches, headers, railing and shutters. Examples of building design treatments include: ornamental details, quoins, a change of material, a change of color, decorative parapet, architectural banding, cornice other than that at the top of the building, arches, rounded design at street corners, murals, exposed joists, a change of pattern and a distinguished upper floor for buildings with 4 or more floors.
- Commercial loading areas, trash facilities and mechanical equipment for mixed-use buildings should be screened from sight from all pedestrian ways and should be located away from public entries, open space and windows to avoid visual, noise and odor impacts on the residential portion of a project.
- For mixed-use buildings, the commercial hours of operation should be limited to avoid adverse impacts on the residential uses within the building.
- Develop a street tree, street light, and street furniture theme



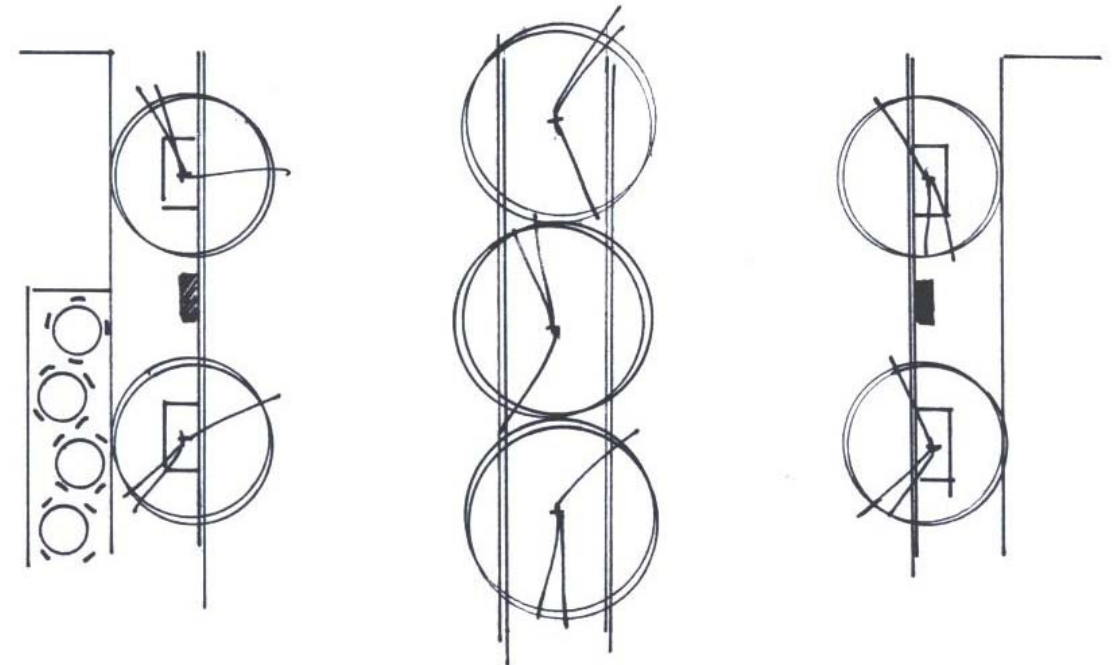
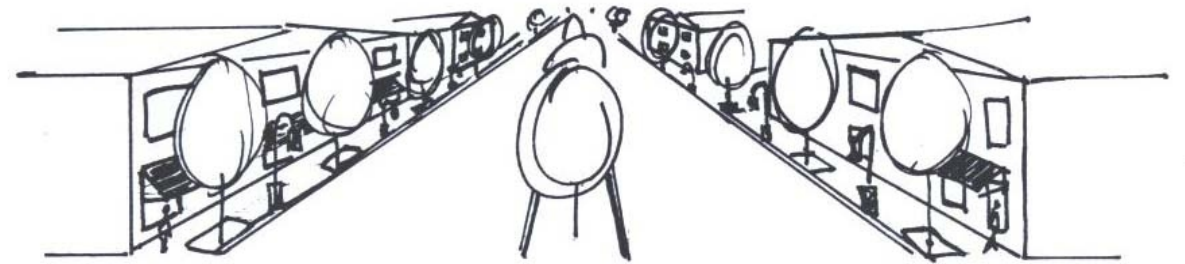
## 3500 SOUTH

(I-215 Interchange area to 3200 W.)

If you care about streets at all, and most people do - they tend to prefer one street to another, they go out of their way to be on certain streets and avoid others, they find that travel, shopping or visiting friends is simply more pleasant on some streets than on others. Boulevards are regularly voted the best street in town.

Boulevards are great streets when they are well designed, well built, and well maintained. They capture our imagination because they are grand and worldly. They are optimistic statements about the power and magic of urban places, of cities.

The Boulevard Book



## VALLEY FAIR MALL

### VISION:

A revitalized and expanded retail, shopping, and restaurant experience with a new orientation that embraces its edges, connects to the Intermodal Center, and promotes multi-modal use. Include passive and active recreation. A relocated Granger Elementary provides a large area for expansion of mall-related uses.

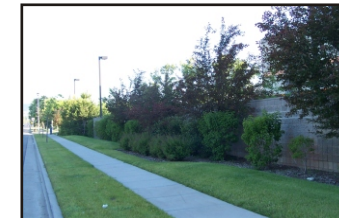


### GOALS:

- Improve the appearance of the edges of the mall property to set it apart from the average through: landscaping, sidewalks, pad site uses, architecture, lighting, focal points/plazas.
- Strong pedestrian connections between the mall and Market Street.
- Use the public space above Constitution Boulevard.
- Relocate power poles or place underground.
- If a parking structure is needed, promote first floor retail.
- Develop pad uses that orient toward 27<sup>th</sup>
- Emphasize other ways of accessing the mall such as bike, pedestrian, and transit.
- Adopt a “place making” philosophy, including a recreation/entertainment theme.
- Shrink I-215 interchange and provide additional access to the mall.
- Buffer residential uses along 3800 South.
- Increase retail space.
- Bring development to the street.

### ISSUES:

- Traffic generation, access, 3800 South, ingress/egress.
- Dress up:  
parking lot landscaping, streetscape
- Architecture:  
theme, plaza, lighting, signs
- Assure reuse of abandoned big box buildings.





## VALLEY FAIR MALL

### DESIGN GUIDELINES:

- The design standards found in the commercial design ordinance are suggested as architectural standards.
- Exterior storefronts should clearly distinguish one business from another.
- Pedestrian accommodations, site landscaping and lighting should be enhanced, especially in parking areas.
- Buildings should not be oriented toward 3800 South.
- Buildings adjacent to 3800 South should be screened through the use of walls and landscaping.
- A landscaped median in 3800 South should be considered to buffer the residential uses from the commercial uses.
- Bring buildings to the street.

**A**ging malls offer a fertile landscape for enlightened change of use. Most of these centers and their surrounding parking lots comprise huge parcels at or near strategic crossroads. The huge size of many of these prime infill locations could provide local planners and developers with the chance to reclaim vast suburban swaths. Nondescript concrete boxes surrounded by acres of blacktop can be transformed into creative mixed-use projects, including pedestrian-friendly residential developments combined with retail and some office.

The challenge is avoiding the easy solution or quick fix that only perpetuates suburban decline. Trend lines are clear, better suburbs will increasingly take on the positive aspects of larger 24-hour cities - multi-faceted environments with a critical core of prime residential neighborhoods, a thriving business environment, and service retail integrated together. Disconnected subdivisions, retail strips, and office parks are a doomed model, as traffic congestion worsens. Investors increasingly realize that sound planning leads to higher property values and greater lifestyle convenience that people crave.

**Congress for the New Urbanism**

## 2700 WEST/CONSTITUTION BLVD.

(North side of 3500 S to 3800 S)

### VISION:

A unique street connecting the mall and the Market Street Intermodal Center. Vertical elements should be introduced near the corners. Create a link between the east and west sides of the street that helps to identify the area and provides for the light rail's turn to the west. This link will promote pedestrian movements and include a public art/monument focal point. Buildings on both sides of the street should align with the light rail turn and focal point.

### GOALS:

- Create a unique streetscape that goes further than just beautification.
- Relocate power poles or place underground.
- Link the 2 sides with a physical connection.
- Connect a boulevard-style streetscape to the boulevards of 35<sup>th</sup>.
- Provide a grand City entrance landmark.
- Provide for light rail access.
- TOD on west side of 2700 West (retail, offices, restaurants, condos, plazas, vertical statement).
- Bring buildings to the street.

### ISSUES:

- Cost of improvements.
- Street cross section.
- Intermodal connection/plaza.
- Theme
- Lighting/power poles.
- East to west pedestrian connection.





## 2700 WEST/CONSTITUTION BLVD.

(North side of 3500 S to 3800 S)

### DESIGN GUIDELINES:

- Parking should be located to the rear of buildings or within buildings.
- Buildings should be located close to the street (no more than a 20' setback) and oriented toward the street.
- Parking areas should be at least 10' from the property line.
- Pad sites should be clustered as per the draft commercial design ordinance.
- Ground floors of buildings should engage pedestrians through the use of awnings, windows, covered entries, distinguished ground floors, outdoor seating, etc.
- Buildings should be constructed of masonry. Metal and wood should only be used as trim or accents.
- Pole signs are prohibited.
- Roofs are encouraged to incorporate a parapet wall with a cornice. Pitched roofs on multi-level buildings are discouraged except where the ridgeline of the roof is perpendicular to the front façade.
- Primary building colors should be subdued, neutral or earth tones. Brighter colors should be reserved for accents, trim, etc.
- Blank or plain walls with little or no relief, fenestration or design treatments are discouraged. Examples of relief

treatments include: bay windows, recessed windows, window pop-outs, vertical elements such as columns, building offsets or projections, covered porches/balconies and arcades or colonnades. Examples of fenestration include: varying the size and/or style of windows and window treatments such as sills, grids, trim, arches, headers, railing and shutters. Examples of building design treatments include: ornamental details, quoins, a change of material, a change of color, decorative parapet, architectural banding, cornice other than that at the top of the building, arches, rounded design at street corners, murals, exposed joists, a change of pattern and a distinguished upper floor for buildings with 4 or more floors.

- Multi-level buildings, particularly at intersections, are encouraged.
- A mixture of office and retail is encouraged. Uses can be mixed horizontally or vertically.
- Encouraged building types include office, office over retail, retail, and residential over retail.
- Buildings and pad sites should be clustered around the landmark used to connect both sides of the street.

- Commercial loading areas, trash facilities and mechanical equipment for mixed-use buildings should be screened from sight from all pedestrian ways and should be located away from public entries, open space and windows to avoid visual, noise and odor impacts on the residential portion of a project.
- Varied but compatible architecture is encouraged between buildings.
- Drive-thrus should be located to the rear of buildings without lanes placed in front of buildings.
- Develop a street tree, street light, and street furniture theme

## MARKET STREET

(3500 S to 3650 S)

### VISION:

Create a Transit Oriented Development that includes a greater mix and range of uses linking Market Street with a Town Square via a connected series of public spaces/landmarks. Bring together uses that increase the activity/involvement of people within the area. Include passive and active recreation. Tie in the Library with the area amenities. Create the Intermodal Center including bus, enhanced bus, light rail, pedestrians and bicyclists. If a parking structure becomes necessary, consider first floor retail and placement in such a way that people have to pass by retail/entertainment businesses before connecting to the light rail and bus system.

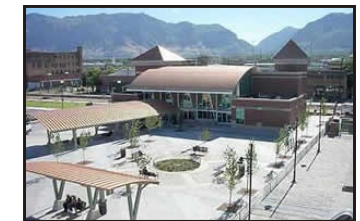


### GOALS:

- Work with existing businesses to make a transition toward more intensity/diversity of uses.
- Introduce a vertical element in the form of mixed use office, apartments, condos, retail and restaurants.
- Create a theme, emphasizing place making, that promotes a Town Center philosophy.
- Close the street for occasional events.
- Include seating areas, plazas, and active recreation areas such as skateboarding, basketball, ice skating, interactive fountains, mini-amphitheaters, etc.
- Remove general bus circulation from this street to promote a better living environment.
- Consider angled or parallel on-street parking with wider brick sidewalks.
- Evaluate potential ethnic theme.
- No single story buildings.
- Buffer the bus hub from surrounding uses, especially from the neighborhoods to the south.

### ISSUES:

- Plaza(s) - visible with active programming.
- Theme, architecture, lighting, pedestrian orientation.
- Market demand.
- Library, Post Office.
- Transition of uses to more intense use, what stays, what goes?
- First floor retail.
- RDA - City incentives may be available.
- Church relocation.
- Intermodal/transit costs.
- Recognize historic Market Street.





## MARKET STREET

(3500 S to 3650 S)

### DESIGN GUIDELINES:

- A mixture of office, retail and residential uses is encouraged. Uses should be mixed vertically (within a building).
- Multi-level buildings are strongly encouraged.
- Freestanding signs are discouraged. Signs should be placed on the building.
- Encouraged building types include residential over retail and office over retail.
- Parking should be located to the rear of buildings or within buildings.
- Buildings should be located close to the street (no more than a 15' setback) and oriented toward the street. Building setbacks may be greater to provide areas for pedestrians such as outdoor seating or plazas.
- Ground floors of buildings should engage pedestrians through the use of awnings, windows, covered entries, distinguished ground floors, outdoor seating, etc.
- Bike racks should be provided between buildings and the street.
- Buildings should be constructed of masonry. Metal and wood should only be used as trim or accents.
- Primary building colors should be subdued, neutral or earth tones. Brighter colors should be reserved for accents, trim, etc.
- Roofs are encouraged to incorporate a parapet wall with a cornice. Pitched roofs on multi-level buildings are discouraged except where the ridgeline of the roof is perpendicular to the front façade.
- Blank or plain walls with little or no relief, fenestration or design treatments are discouraged. Examples of relief treatments include: bay windows, recessed windows, window pop-outs, vertical elements such as columns, building offsets or projections, covered porches/balconies and arcades or colonnades. Examples of fenestration include: varying the size and/or style of windows and window treatments such as sills, grids, trim, arches, headers, railing and shutters. Examples of building design treatments include: ornamental details, quoins, a change of material, a change of color, decorative parapet, architectural banding, cornice other than that at the top of the building, arches, rounded design at street corners, murals, exposed joists, a change of pattern and a distinguished upper floor for buildings with 4 or more floors.
- Commercial loading areas, trash facilities and mechanical equipment for mixed-use buildings should be screened from sight from all pedestrian ways and should be located away from residential entries, open space and windows to avoid visual, noise and odor impacts on the residential portion of a project.
- Special consideration should be given along Market Street to engage pedestrians through the use of public art, fountains, plazas, courtyards and other points of interest.
- For mixed-use buildings, the commercial hours of operation should be limited to avoid adverse impacts on the residential uses within the building.
- Varied but compatible architecture is encouraged between buildings.
- Drive-thrus should be located to the rear of buildings without lanes placed in front of buildings.
- Develop a street tree, street light, and street furniture theme.



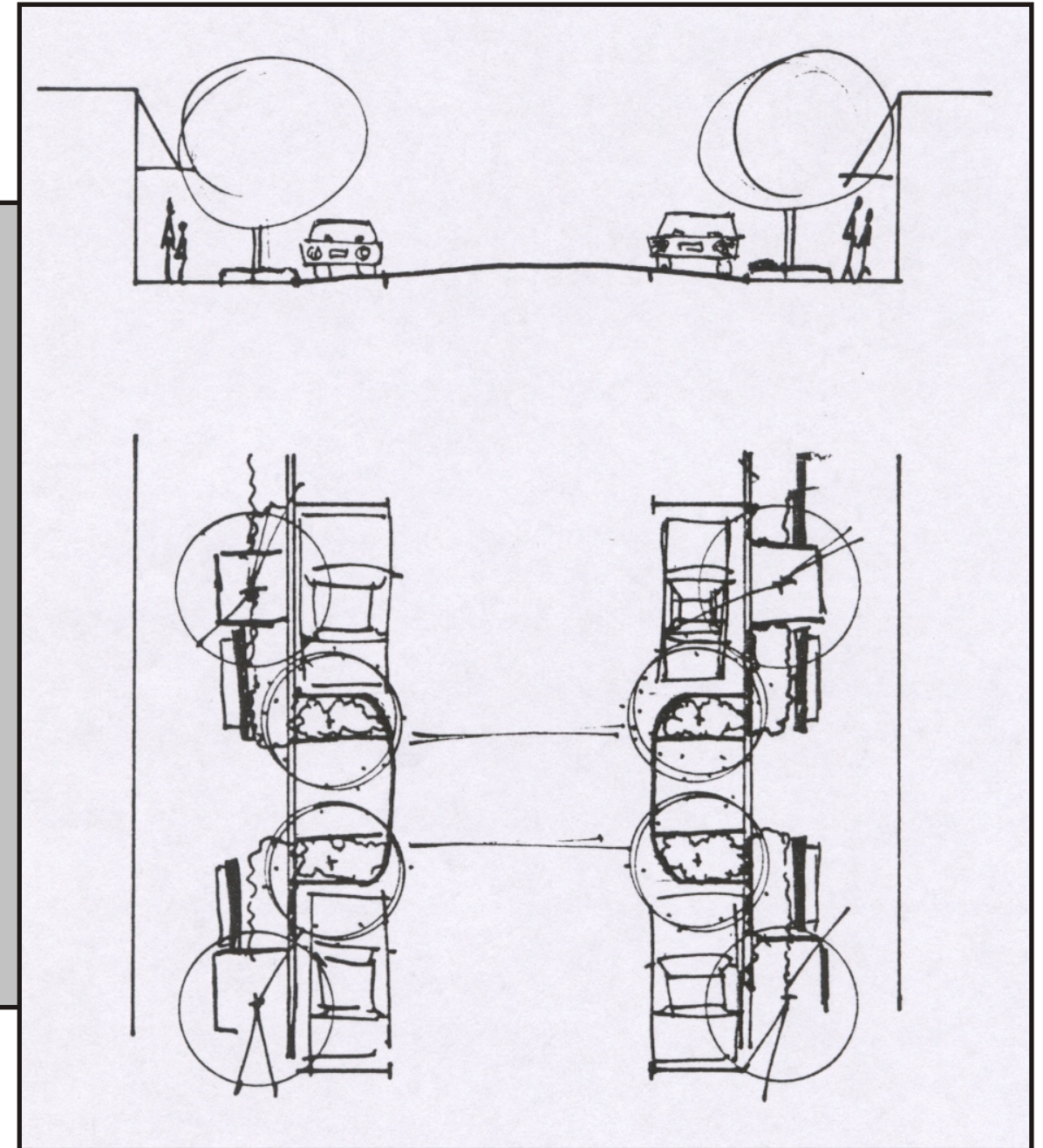
## MARKET STREET

(3500 S to 3650 S)

### Place Making Principles

#### Characteristics of a Successful Place

- High Proportion of People in Groups  
*people want to socialize in that space*
- Comfort and Image  
*safe, pleasant, clean, convenient sitting spaces*
- Different Age Groups share in the Space  
*everyone wants to be there*
- Uses  
*create at least 10 things to do by design*
- Synergy  
*one activity leads to another*
- Activity  
*program events on a regular, consistent basis*
- Sociable atmosphere  
*smiling friendly people, the place you want to meet friends*
- Distinct visibility  
*it's unique, it's different, it surprises*
- Access and Linkage  
*multi-modal with connections to other uses*
- Mixed use  
*creates a ready market and infuses people into the space*
- The Public Realm is a priority  
*streets, sidewalks, plazas, place people first*





## LEHMAN AVENUE/3650 S./3200 W.

### VISION:

Predominantly residential streets with strong visual and pedestrian connections to the intermodal center. Architectural excellence combined with new housing types will provide a long term viable neighborhood. Residential development that tapers from highest density in core area, to lower densities as developed west on Lehman Avenue towards 3200 West and South towards 3650 South. Street amenities, new roads for increased access, and public open space should be emphasized.

### GOALS:

- New residential housing types.
- Promote medium to high density residential use, specifically west of Market Street.
- Reduce density to the west.
- New street access, extend Beaver Street.
- Create roundabouts.
- Enhance pedestrian access.
- Enhance streetscape.
- Create buffer from bus hub.
- Create public open space.
- Create a pedestrian friendly streetscape linking Granger High School with Market Street and Valley Fair Mall.
- Enhance health care services.
- Extend streetscape theme into mall area.

### ISSUES:

- Designing for density.
- Noise.
- Transition of uses.
- Timing.
- Quality.
- Long term positive contribution to the City Center.



## LEHMAN AVENUE/3650 S./3200 W.

### DESIGN GUIDELINES:

- Parking should be located to the side or rear of buildings or within buildings.
- Part or all of buildings should be placed close to the street (10' to 20' setback).
- Buildings should be oriented toward the street with primary entrances facing the street.
- Multi-level buildings are encouraged.
- Building height and density should be increased near the intermodal center and decreased as buildings are constructed to the west.
- Buildings should be constructed of masonry. Metal and wood should only be used as trim or accents.
- Where pitched roofs are used, the roof pitch should be at least 5/12.
- Where garages are used, they should not be on street facing façades. When possible, alleys should be used to access garages.
- Primary building colors should be subdued, neutral or earth tones. Brighter colors may be considered.
- Blank or plain walls with little or no relief, fenestration or design treatments are discouraged. Examples of relief treatments include: bay windows, recessed windows, window pop-outs, vertical elements such

as columns, building offsets or projections, and covered porches/balconies. Examples of fenestration include: varying the size and/or style of windows and window treatments such as sills, grids, trim, arches, headers, railing and shutters. Examples of building design treatments include: ornamental details, quoins, a change of material, a change of color, decorative parapet, architectural banding, cornice other than that at the top of the building, arches, rounded design at street corners, exposed joists, a change of pattern and a distinguished upper floor for buildings with 4 or more floors.

- Residential uses should be the predominant use.
- Encouraged building types include podium style units, flats or courtyard complexes near the intermodal center and rowhouses, big houses/mansion homes, or townhomes closer to 3200 West.
- Varied but compatible architecture is encouraged between buildings.
- Develop a street tree, street light, and street furniture theme

Owners and developers are expected to obtain the highest quality design and development. The particular elements of the design should be such that the overall redevelopment of the Project Area will:

1. Provide an attractive urban environment.
2. Blend harmoniously with the adjoining areas.
3. Provide for the optimum amount of open space and well-landscaped areas in relation to new buildings.
4. Provide surface parking areas and structured parking facilities, appropriately designed, screened and landscaped to blend harmoniously with the area.
5. Provide open spaces and pedestrian walks which are oriented to the directions of maximum use and designed to derive benefit from land use relationships and views.
6. Provide for the optimum separation and protection of pedestrian access routes from vehicular traffic arteries.
7. Result in the development of land in such a manner that available off-street parking will be maintained to the maximum degree.

City Center Redevelopment Project Area Plan (June 30, 2004)

## IMPLEMENTATION PLAN

**Issue:** Improving the quality and quantity of the commercial development within the City Center.

**Goal:** Eliminate overall blighting factors in commercial areas.

**Action:** Assist UDOT consultants with the completion of the 3500 EIS and influence cross section design to include a well designed, pedestrian friendly street with a boulevard concept.

**Action:** Establish design standards as part of a Transit Oriented Development ordinance to address streetscape standards, site planning, signs and architecture.

**Action:** Facilitate the development of new office and retail development.

**Action:** Enforce maintenance related code violations.

**Action:** Facilitate the development of underutilized/vacant properties.

**Action:** Assist with the revitalization of the mall.

**Goal:** Develop a mix of businesses that better serve neighborhood residents.

**Action:** Perform a market feasibility analysis for the City Center.

**Action:** Incorporate use limitations into a TOD ordinance.

**Action:** Encourage businesses that support TOD principles.

**Action:** Investigate opportunities to enhance and expand business recruitment and retention activities.

**Goal:** Improve the safety and functionality of the City Center.

**Action:** Include lighting standards as part of a TOD ordinance.

**Action:** Incorporate forthcoming transportation plan recommendations into capital facilities plans and related ordinances.

**Goal:** Increase the demand for commercial development by developing new, higher density residential geared toward a greater range of incomes.

**Action:** Facilitate the development of 1,500 new dwelling units to help support new commercial development.

**Action:** Include a wide range of housing types and prices to support businesses.





## IMPLEMENTATION PLAN

**Issue:** Improving the quality and condition of housing within the City Center.

**Goal:** Redevelop existing, declining housing with new higher quality housing.

**Action:** Include residential design standards in a TOD ordinance.

**Action:** Pursue federal funds (CDBG, Home, and HUD 108) to assemble land for redevelopment.

**Action:** Facilitate the development of new dwelling units.

**Goal:** Encourage home ownership opportunities.

**Action:** Ensure that at least 50% of the all new housing is for sale product.

**Goal:** Maintain and enhance effective code enforcement.

**Action:** Increase awareness of City Codes and existing programs.

**Action:** Continue strict code enforcement activities.

**Issue:** Developing and enhancing public and private recreational spaces.

**Goal:** Develop public recreational spaces.

**Action:** Investigate funding sources to develop a public plaza near City Hall.

**Action:** Incorporate bicycle and pedestrian pathways and connections into redevelopment plans.

**Goal:** Facilitate the development of private recreational spaces.

**Action:** Include project amenity standards (swimming pools, exercise rooms, clubhouses, etc.) for residential development within a TOD ordinance.

**Action:** Require new development to include open space which may be dedicated for public use.



## IMPLEMENTATION PLAN

**Issue:** Enhancing and maintaining quality public infrastructure.

**Goal:** Improve major streets.

**Action:** Assist UDOT consultants with the completion of the 3500 EIS and influence cross section design to include a well designed, pedestrian friendly street with a boulevard concept.

**Action:** Lobby the state legislature for funds to implement the preferred alternative upon completion of the 3500 South EIS.

**Action:** Incorporate forthcoming transportation plan recommendations into capital facilities plans and related ordinances.

**Action:** Pursue federal funds (CMAQ and STP) to make needed public improvements.

**Goal:** Expand transit options.

**Action:** Assist UDOT consultants with the completion of the 3500 EIS and influence cross section design to include high quality, dedicated guideway bus rapid transit (BRT).

**Action:** Acquire land for the bus hub component of the intermodal center.

**Action:** Help fund the light rail EIS.

**Action:** Develop the bus hub component of the Intermodal Center.

**Goal:** Improve the aesthetics of streetscapes.

**Action:** Include sidewalk, lighting, street furniture and landscaping standards in a TOD ordinance.

**Action:** Require new development to upgrade streetscape using new standards within the TOD ordinance.

**Action:** Encourage business improvement districts (BID's) and parking districts as tools for paying for improvements.

**I**t seems to us that West Valley City is poised to achieve great positive changes and to become the best kind of urban place. It's possible to imagine a West Valley City in the mid-years to the next century (not very long in the life of a city) as a much more coherent city with a vital town center. A town center serves as the engine that defines and drives a community's activities. This engine, what ever form it takes will provide the citizens of the community a place where they can live, work, recreate, and be educated. Often the center is thought of as a single element or place, but in fact can be a multiple of spaces or collection of areas that serve to define the community.

R/UDAT

## BUILDING A CITY CENTER IN PHASES:

### PHASE ONE (Years 1-2):

Adopt a TOD overlay ordinance.

Assist with the revitalization of the mall with an orientation change to embrace 2700 West by introducing pad sites.

Create Redevelopment Project Area(s).

Assist with the redevelopment of the South-west corner of 3500 South and 2700 West to include mixed use, 2-6 story buildings.

Begin land assembly of priority parcels to include the LDS Church and adjacent bus hub corner property.

Assist with relocating Granger Elementary School to provide for expanded commercial uses.

Seek HUD Neighborhood Revitalization Strategy Area designation and explore housing development.

Complete the Transportation Plan to evaluate connections and mall expansion issues.

Seek funding for selected transportation options.

Consider an RFP for City Center development.

Assist with completion of 3500 South EIS "Commercial Zone" and influence cross section design to include a well designed pedestrian friendly street with a boulevard concept.

### PHASE TWO (Years 2-5):

Secure funding for selected transportation projects:

- A) rotary/intersection/landmark
- B) additional phases of intermodal center

Construction of selected transportation projects:

- A) bus hub (phase one of intermodal center)
- B) public improvements on 3500 South

Secure funding and begin construction of public parking structures.

Facilitate construction of mixed use redevelopment including commercial, office, and medium to high density residential.

Work with UTA to establish enhanced bus service on 3500 South.

Facilitate mall expansion with additional anchor store(s) and bring the mall towards 2700 West.

Create a Business Improvement District.

Assist with land assembly for phase three development.

Attract quality sit down restaurants and cafes to the City Center area.

Assist with the analysis of I-215/3500 South Interchange improvements, to create a greater connection with the City Entertainment District.

### PHASE THREE (Years 5+):

Secure funding for expanded civic uses and construction of public plazas.

Complete construction of Intermodal center.

Complete LRT extension.

Permanently establish high quality, dedicated guideway BRT in 3500 South.

Assist with the beautification and reconstruction of I-215/3500 South interchange, creating a greater connection to the City Entertainment District.